



WEWS

ORDER

Flight Dates **08/29/12-09/04/12**

Contract / Revision **309309 /** **Renacci For Congress OH-16 8.29-!**

Original Date / Revision
08/27/12 08/31/12 Agency Com 15%

Advertiser **Renacci / Republican / Cong**
815 Slaters Lane
Alexandria, VA 22314

Agency **American Media and Advoc**

Buying Contact
815 Slaters Lane
Alexandria, VA 22314

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **3089**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 35600

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	18	\$30,260.00	\$35,600.00	0.00	08/27/12	09/04/12	18	\$30,260.00	\$35,600.00
Totals	18	\$30,260.00	\$35,600.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/02/12	09/02/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S					1	\$1,600.00		0.00			
N 2	WEWS	08/29/12	09/04/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	3	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WEWS

Print Date: 09/24/12

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Contract / Revision **309309** Flight Dates **08/29/12-09/04/12**

Hiatus Dates

Original Date / Revision 08/27/12/ 08/31/12

Order Sep 00:20:00

Advertiser **Renacci / Republican / Con** Product **Renacci For Congress OH-1** Estimate # **3089**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	08/29/12	09/04/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	3	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	--W-F--		2				\$1,200.00		0.00			
	Week:	09/03/12	09/09/12	-T-----		1				\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WEWS	09/03/12-09/09/12		M-F 5-6p News		5-6p	-T-----	:30		\$850.00		0.00	NM		
N 3	WEWS	08/29/12	09/04/12	SA 7-8p Rotation SA 7-8p Rotation	CM	7-8p	-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	-----S-		1				\$800.00		0.00			
	Week:	09/03/12	09/09/12	-----		0				\$0.00		0.00			
N 4	WEWS	08/29/12	09/04/12	M-F 7-730p 7-730p Wheel	CM	7-730p	MTWTF--	:30	2	\$2,400.00	P-2	0.00	NM	5	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	--WTF--		3				\$2,400.00		0.00			
	Week:	09/03/12	09/09/12	MT-----		2				\$2,000.00		0.00			
N 5	WEWS	09/02/12	09/02/12	Sunday Prime Special Sunday Prime Special	CM	Extreme Makeover-	-----S	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
	Let me know if this needs to be restricted...														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	-----S		1				\$3,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	08/27/12-09/02/12		Sunday Prime Special		Extreme Makeover-	-----Su	:30		(\$3,500.00)		0.00	NM		
	See MG 5.2														
	[prgm chng/no extreme]														
2	WEWS	08/27/12-09/02/12		Sunday Prime Special		Sunday Prime Special	-----Su	:30		\$3,500.00		0.00	NM		
	Ⓜ MG for 5.1 09/02														
N 6	WEWS	08/30/12	08/30/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	---T---		1				\$4,500.00		0.00			
N 7	WEWS	08/29/12	09/04/12	M-SU 11-1135P Late New M-SU 11-1135P Late Nev	CM	11-1135p	MTWTFSS	:30	3	\$2,400.00	P-1	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	--W-F-S		3				\$2,400.00		0.00			
	Week:	09/03/12	09/09/12	-T-----		1				\$2,400.00		0.00			
N 8	WEWS	09/04/12	09/04/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	-T-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-T-----		1				\$350.00		0.00			
N 9	WEWS	09/04/12	09/04/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-T-----		1				\$800.00		0.00			
Totals														18	\$35,600.00